

## WHAT IS CLAIMED IS:

- 1 1. A retaining device to retain an object having indicia for  
2 display, the retaining device comprising:  
3 first and second side walls spaced opposite each other, each side wall  
4 having opposite ends; and  
5 first and second retaining walls connecting the side walls together,  
6 each retaining wall being connected to one end of each side wall to space apart the  
7 retaining walls opposite each other, thereby forming an inner space, each retaining  
8 wall having outer and inner surfaces, the first retaining wall having a first aperture  
9 therethrough, the inner surface of the first retaining wall having a first lip around  
10 the first aperture and extending toward the inner space to contact and retain the  
11 object within the inner space.
- 1 2. The retaining device of claim 1 wherein the first and second  
2 side walls are disposed in substantially parallel relationship with each other.
- 1 3. The retaining device of claim 1 wherein the second retaining  
2 wall has a second aperture therethrough, the inner surface of the second retaining  
3 wall having a second lip around the second aperture and extending toward the inner  
4 space to contact and retain the object within the inner space.
- 1 4. The retaining device of claim 1 wherein the first retainer wall  
2 has a plurality of first apertures therethrough and the inner surface of the first  
3 retainer wall has a plurality of first lips around the plurality of first apertures to  
4 retain a plurality of objects within the inner space, each of the first lips extending  
5 toward the inner space.
- 1 5. The retaining device of claim 4 wherein the second retainer  
2 wall has a plurality of second apertures therethrough and the inner surface of the  
3 second retainer wall has a plurality of second lips around the second apertures, each  
4 of the second lips extending toward the inner space to contact one of the objects.

1           6.     The retaining device of claim 1 wherein each side wall has a  
2 length which is about the length of the object to be retained and wherein the first and  
3 second retaining walls are disposed in substantially parallel relationship with each  
4 other.

1           7.     The retaining device of claim 1 wherein the first side wall has  
2 a length greater than the length of the object and the second side wall has a length  
3 less than the length of the object, the retaining walls being connected to one end of  
4 each of the side walls to place the retaining walls in substantially nonparallel  
5 relationship with each other to allow the indicia of the object to be displayed at an  
6 incline.

1           8.     The retaining device of claim 1 wherein the first retaining wall  
2 includes a protrusion extending therefrom and a recess formed thereon for stacking  
3 a plurality of like retaining devices.

1           9.     The retaining device of claim 1 wherein the outer surface of  
2 each retaining wall is substantially planar.

1           10.    The retaining device of claim 1 wherein the outer surface of  
2 each retaining wall has a decline formed thereon to complement the lip extending  
3 from the respective inner surface.

1           11.    The retaining device of claim 1 wherein the side walls have  
2 a length less than the length of the object to be retained.

1           12.    The retaining device of claim 1 wherein the aperture has a  
2 width less than the length of the object to be retained.

1           13.    The retaining device of claim 1 wherein the first lip has a  
2 notch formed thereon.

1 14. A retaining strip to be folded to form a retaining device for  
2 retaining an object having indicia for display, the retaining strip comprising:

3 a first retaining wall having a free edge and a first hinged edge, the  
4 free edge having a recess, the first retaining wall having a first aperture  
5 therethrough and inner and outer surfaces, the inner surface having a first lip around  
6 the first aperture extending therefrom;

7 an integral side wall having opposite first and second ends, the first  
8 end being integrally connected to the first hinged edge to define a first living hinge;

9 a second retaining wall having second and third hinged edges, the  
10 second hinged edge being integrally connected to the second end of the first side  
11 wall to define a second living hinge;

12 a ridged side wall having third and fourth ends, the third end being  
13 integrally connected to the third hinged edge of the second retaining wall to define  
14 a third living hinge, the fourth end having a protrusion receivable in the recess of  
15 the free edge to define the retaining device.

1 15. The retaining strip of claim 14 wherein the fourth end is  
2 received in the slot of the free edge so that the integral and ridged side walls are  
3 disposed in substantially parallel relationship and so that the fourth end and the  
4 living hinges are at four separate corners of the retaining strip to define the retaining  
5 device.

1 16. The retaining strip of claim 14 wherein the second retaining  
2 wall has a second aperture therethrough and inner and outer surfaces, the inner  
3 surface having a second lip around the second aperture extending therefrom.

1 17. The retaining strip of claim 14 wherein the first and second  
2 retainer walls have a plurality of first and second apertures therethrough and the  
3 inner surfaces of the first and second retainer walls have a plurality of first and  
4 second lips around the first and second apertures to retain a plurality of objects, each  
5 of the lips extending from the inner surfaces of the retaining wall.

1 18. The retaining strip of claim 14 wherein each of the integral  
2 and the ridged side walls has a length which is about the length of the object to be  
3 retained and wherein the first and second retaining walls are disposed in  
4 substantially parallel relationship with each other when the ridge is disposed in the  
5 slot.

1 19. The retaining strip of claim 14 wherein one of the side walls  
2 has a length greater than the length of the object and the other of the side walls has  
3 a length less than the length of the object and wherein the retaining walls are in  
4 substantially nonparallel relationship with each other when the ridge is disposed in  
5 the slot.

1 20. The retaining strip of claim 14 wherein the outer surfaces of  
2 the retaining walls are substantially planar.

1 21. The retaining strip of claim 14 wherein the outer surfaces of  
2 the retaining walls have a decline formed thereon to complement the lip extending  
3 from the inner surface.

1 22. The retaining strip of claim 14 wherein the side walls have a  
2 length less than the length of the object.

1 23. The retaining strip of claim 14 wherein the first aperture has  
2 a width less than the length of the object.